

**COMMUNICATIONS AND MEDIA
ACTIVITY REPORT
September/October 2009**

1. NEWS RELEASES AND PRESS EVENTS

MINISTERIAL

- **Dumfries House** – Local news release was prepared and approved for Ministerial visit to Dumfries House with key stakeholders. Images were also organised for the meeting which were issued with the news release. HS Comms is monitoring for local coverage and will liaise with Policy Group on follow-up meetings to be arranged at
- **Saracen Book Launch** – Ministerial event, photography organised, feature sold-in to Evening Times which appeared on 6/10
- **Conservation Training Grants** – Ministerial quote in news release announcing expansion of HLF Masonry bursary scheme and launch of TCG skills grants. Carried in Evening News with quote from the Minister 08/10/09. To Note – since announcement of extension to funding, Telford College and C&M liaising on preparing a joint trainee feature with the Scotsman

TCG

- **Black Building** – 3D Scanning press call was organised by HS Comms in Orkney. HS Comms attended and coordinated interviews and photography for TCG and Digital Design Studio staff. Coverage secured included a full page in The Orcadian and Orkney Today, and interview with Lyn Wilson, TCG, on BBC Radio Orkney. Minister's quote included in the release and carried in the coverage. This was an opportunity to inform and communicate with the local media on the Scottish 10 project and, specifically, the forthcoming trip to scan the World Heritage Site. It also meant that we were able to manage the message in the local media on HS' decision not to designate

CEO

- **CEO Retires** – News release on John Graham's retirement announcement was prepared, issued and posted on the HS news centre. HS Comms monitored calls and liaised with Edinburgh Evening News on a profile piece. Images and additional information was forward and the piece ran on 29/09

INSPECTORATE

- **Scheduling** – local release prepared and issued – enquiries from Extra series to run on 22/10/09 in Paisley/ Barrhead and Southside editions
- **St Andrew's House** – release issued to support announcement by the SG and follow-up with Paisley Daily Express due to the architects connection
- **Post War Architecture conference** – news release issued on 21/10/09 to contacts and media. Prospect, Architecture Scotland, Building Design, Architects Journal and Listed Property Owners Club were all intending to feature. Monitoring for coverage

2. PRESS ENQUIRIES

- **Viewhill** – 19/10 – Press and Journal – liaised with HSI for a response to claim that developers involved in the previous application had gone bust due to Historic Scotland's

delays. Additional question was on the status of the current application. Article ran on 20/10

- **Fort William, Ports** – 19/10 - Press and Journal – liaised with HSI re decision on unauthorised activity on the scheduled monument and stakeholder engagement. Article appeared on 20/10
- **Gathering** – 16/10 - £600,000 loss written off by SG. SG line issued. Scotsman enquiry responded to by HS. Appeared in Scotsman 17/10/09. General story Herald, STV 15/10/09. Scotsman/ Arbroath Herald 16/10/09. Scotsman/ Evening News 17/10/09. Herald 18/10/09
- **Scottish 10** – 15/10 - Sunday Herald – organised an interview with the Minister and David Mitchell re project and potential site in India. Positive article ran on 19/10. Good Morning Scotland (BBC Radio Scotland) followed-up the Sunday piece and HS Comms organised for DM to visit the BBC studio. Interview ran on 20/10 on GMS
- **Ironwork in Scotland** – 14/10 - Listed Property Owners Club – prepared 1000-word article and provided images. Monitoring coverage due for November/ December edition of magazine
- **Roman visitor centre Perthshire / Murdo Fraser PQ** – 13/10 – P&J - prepared line with Peter Bromley and issued. Press and Journal 14/10/09
- **Falkland Palace** – 13/10 – Courier and Fife Herald – line prepared with Inspector and issued. Scotsman 15/10/09
- **Scanning** – 9/10 – Toronto Star – information on Scottish 10 including costs provided on 11/10
- **Listed buildings** – 9/10 – Metro – provided information on the process for the property section - article appeared on 14/10/09
- **Stress absences, FOI** – 9/10 – Deadline Scotland – prepared line with CEO and issued. Coverage appeared Daily Record 10/10/09
- **Battlefields** – Bothwell Bridge/Covenanters Field – 8/10 - Hamilton Advertiser – liaised with Inspector and issued line
- **Battlefields – Beaully to Denny** – NR issued by campaigners urging Scottish Ministers to take note of Battlefield policy in taking decision on Sheriffmuir pylons. HS line not carried but coverage includes Daily Record 14/10/09 and STV 15/10/09
- **MacIntosh / Caldwell Tower** – 8/10 – Tiger Aspect – coordinated television interview with Ranald MacInnes. Monitor for broadcast of show
- **Lex Well, vandalism** – 7/10 - Renfrewshire Gazette – line prepared with Inspectors and issued. Monitoring coverage
- **Scanning** – 28/09 - Open Country/ Costing the Earth BBC Radio 4 – interview set-up with David Mitchell – monitoring for coverage
- **Dounreay** – 25/09 - Sunday Express – request for HS' opinion on suggestion to recreate a replica. Liaised with HSI and issued a response
- **Bannockburn** – 24/09 - Mail on Sunday – follow-up to Parliamentary debate by Minister and reference to Bannockburn project. Line prepared with Malcolm Cooper and the Minister and issued
- **Scottish Castles Initiative** – 17/09 – Premier Construction – news release and background information provided. Monitoring for coverage
- **Falkirk Distillery** – 17/09 – Scotland on Sunday – prepared line with approval from Miles Oglethorpe and issued. Article 20/09/09 and letter responding against development from Antonine Guard, supporting HS view, 27/09/09
- **Canal graffiti** – 15/09 – Edinburgh Evening News – liaised with Steven Gordon to prepare and issue line. Monitoring Coverage
- **Cullen harbour light and grant** – 15/09 – P&J – spoke with Grant team and advised that no grant had been provided
- **St Peters Cardross** – 14/09 – The Times – provide background information on the project and forwarded details of NVA project. Article still to appear

- **Cromwell Clock Tower** – 14/09 – Inverness Courier – liaised with Inspector for line and provided the list description – monitoring coverage
- **Burns Monument reopening** – 11/09 – Ministerial quote in City of Edinburgh Council and Edinburgh World Heritage release

3. STATEMENTS AND LETTERS

- Draft letter in preparation to Tiger Aspect to complain about the treatment of staff during interview. Assurances were given that HS would not be expected to comment directly on the Caldwell Tower application. This was adhered to during first interview at Longmore House earlier in the year. The second interview on 8/10/09 was agreed to on the terms that it would look at how the Lighthouse building was adapted while retaining the historic character. On arrival the interviewee, Ranald MacInnes, was met by the team and the owner of Caldwell Tower
- World Monument Fund announced the inclusion of five historic Edinburgh graveyards on the watchlist. HS holding line prepared in conjunction with City of Edinburgh Council and EWH

4. OTHER ACTIVITIES

JOURNALIST MEETINGS:

- Update with David Allison, BBC Scotland (documentaries), on Mount Rushmore
- Freelance David Hartley covered the Scanning project at the Black Building with a view to selling to the P&J. He expressed an interest in accompanying the team on the future Scottish sites and St Kilda in particular

SG INVOLVEMENT

- Ministerial NR included in SG morning briefings
- Marine Photocall – HS Comms liaised with SG press office to organise HS' involvement in the photocall, quote from Philip Robertson and additional images for press enquiries. Articles appeared in Herald/ Scotsman/ Illeach 05/10/09
- Civil Service People Survey - Working Group Meeting – PAT?
- DPPAS – PAT?

STAKEHOLDER ENGAGEMENT:

- HS Comms attending the Climate Change Workship with Leithal

CORPORATE ACTIVITY

- HS Summit – HS Comms is assisting with the event planning and management on the day. Attended a reccie of the site on Friday, 16th October and is continuing to liaise with the Group. HS Comms will also finalised proposed media handling for the event and Minister prepared for the Minister around the event
- Preparing the next issue of Historic Times, due for release w/c 26th October
- Issued staff survey on and monitoring the response for announced Spring 2010 with a special feature in Historic Times

4. WEB ACTIVITY

NEW WEBSITES

Stirling Castle – The Stirling Castle website was launched on the 7th October. To date the site has had 1,423 unique visitors and 12, 746 page views. The majority of the visitors to the site

have come via the corporate site.

We will continue to develop the website with new content and imagery until phase 2 begins in 2010. Phase 2 will include an online ticketing system to coincide with the opening of the Palace in 2011

TCG – work is progressing on the development of the new TCG website. The aim of this website is to provide access to technical conservation resources to support learning, teaching and training. The focus is on opening up high quality resources from a variety of contributors (eg Historic Scotland, higher education institutions, specialist groups) through a central point of access online. Special features of the TCG website will include an online event booking and payment facility, a shop selling all TCG publications, the ability to personalise the home page, forums, and substantial audio and video clips

We are aiming to launch the site by Spring 2010

PIC Microsites – The new Whithorn microsite will be launched on Friday 23rd October. In the meantime work is progressing on the Pictish Stone and Trinity House sites which we are aiming to launch by the end of the calendar year

Iona Abbey & Nunnery Bilingual Microsite – HS will launch their first English/Gaelic website by 31st March 2010. The site which is in the planning stages at present will be a streamlined bilingual website where the user will be able to switch from English to Gaelic and vice versa at the click of a button

NEWSLETTERS

We have purchased a new enewsletter application which will soon be used to produce enewsletters for Education, TCG, Stirling and the Inspectorate. For Stirling and the Inspectorate this will be a new method of informing customers of latest news and developments. The newsletters will be sent out at regular intervals, in most cases quarterly

We are aiming to send out the first Stirling Castle newsletter by Monday 26th October

MAPS

We have introduced new Google maps to the Places to Visit section of the website which we hope will improve the customer experience. All of our properties are now displayed on individual Google maps and a further new map has been created which displays all of our managed properties together on one map

<http://www.historic-scotland.gov.uk/index/places/managedproperties.htm>

HOMECOMING

Over the last six months the web team have worked with Marketing to develop the homecoming section of the website. The new image gallery has proved particularly popular with many customers sending in their pictures to be uploaded. Statistics show that the pages have been regularly visited. This section will remain on the website until St Andrews Day

SCOTLAND: BUILDING FOR THE FUTURE

A new microsite was launched on Thursday 15th October to promote the forthcoming conference. The website is www.celebratingscotlandsarchitecture.org

The well designed microsite provides detailed information on the background to the conference, the programme, the venue, location and how to get there. It allows people to buy tickets for the conference online and to submit questions to the panel.

Once the conference has past, the website can be used to display images from the conference and any other relevant material. In due course the website can be used to promote other conferences or events that the Listing team are involved

HISTORIC SCOTLAND WEBSITE STATS

UNIQUE VISITOR FIGURES:

| | Unique Visitors |
|-------------|------------------------|
| January 09 | 59, 980 |
| February 09 | 57, 999 |
| March 09 | 66, 269 |
| April 09 | 63, 826 |
| May 09 | 68, 577 |
| June 09 | 62,363 |
| July 09 | 70, 165 |
| Aug 09 | 66,430 |
| Sept 09 | 62, 550 |

TOP CONTENT

| | Requested Pages |
|--------------|---|
| September 09 | Home page places to visit search Vacancies Historic and Listed Buildings Looking after our Heritage |

TCG DOWNLOADS (INFORM GUIDES & SHORT GUIDES COMBINED)

| | Number of downloads |
|-------------|----------------------------|
| January 09 | 1012 |
| February 09 | 1216 |
| March 09 | 827 |
| April 09 | 761 |
| May 09 | 726 |
| June 09 | 787 |
| July 09 | 785 |
| Aug 09 | 719 |
| Sept 09 | 770 |

TOP DOWNLOADS SEPT 09

| | Downloads |
|---------|---|
| Sept 09 | Property site guide The SHEP Managing Change Consultation – covering letter Explorer pass guidelines Guidelines for the Detailed Consideration of Listed Building and Conservation Area Consent Cases |

5. FREEDOM OF INFORMATION

From 30/09 to 12/11

| Requested by: | Details |
|--|--|
| Jill McLean, HE Media | Details of all foreign trips taken by HS staff since Jan 2007. With details of who took the trip, length of each trip, purpose, destination and total cost |
| Tom Peterkin, Scotland on Sunday | All correspondence involving HS and the Ministry of Defence/Army within the last 2 years on the subject of the future of army presence at Edinburgh Castle |
| Thompsons Solicitors & Solicitor Advocates | Copies of all accident reports relating to accidents which have occurred at Edinburgh Castle from 01/01/00 to 30/09/09 |
| Neill Campbell | Edinburgh Castle restaurant building windows. Correspondent does not think they are in keeping and would like info on justification, type of stone used, why window pitches are lead and info re. positioning of the windows |
| Matthew Clark, Scottish Parliament | Number of employees paid more than £100,000, number paid between £80,000 and £100,000, and number paid less than £80,000. Total salary bill for the staff in each group |
| Pauline McNeill MSP | Whether Historic Scotland made a submission to the National Conversation and if so, how much staff time was spent on formulating this submission and the financial costs involved |

6. ADDITIONAL ACTIVITY

RESTRUCTURE

- Media office restructure is underway, with handover agreed for Monday, 9th November. HS Comms is liaising with Head of Visitor Services to ensure a smooth

transition period and that the change is communicated to staff and key partners

RECRUITMENT

- HS Comms held interview panels for the three vacant posts of Communications & Media Officers and Events Officer. Three applicants were selected and all will be in position by Tuesday, 27th October
- Internal Communications position was advertised and HS Comms is now selecting interviewees

ENDS